

**For immediate release:**

**Hundreds of giant poppies adorn lampposts in Irlam’s main street**

**Fundraising drive will raise at least £2,860, beating last year’s Poppy Appeal total**

Over 400 giant poppies have sprung up around Irlam and Cadishead as part of a fundraising drive for this year’s Royal British Legion Poppy Appeal.

Volunteers fixed the poppies, which are each 34cms across, to 203 lampposts along Liverpool Road on Sunday 29 October. Each of the 406 poppies has been sponsored at £5.

The lamppost poppies are expected to raise £2,030. Add in the £830 raised by the sale of wreaths, plus sales of normal-sized poppies and donations, this year’s appeal is on track to raise at least £2,860, even more that the total raised in 2016.

Irlam was the first area in Manchester to introduce the idea of putting up big lamppost poppies. Local man Mike Jenkins came up with the idea in 2014 before The Irlam and Cadishead Poppy Appeal adopted it last year.

The Poppy Appeal is led locally by the Rotary Club of Irlam, the Probus Club of Irlam, the Royal British Legion and charity the Hamilton Davies Trust.

Chair of the Irlam and Cadishead Poppy Appeal, Jim Parker, said: “We were proud when Irlam became the first area in Manchester to put up lamppost poppies in support of the Poppy Appeal in 2014.

“This year, the poppies have been even more popular than before, with all accessible lampposts on Liverpool Road being covered. Local people really got behind the idea. They have been very generous in their support. I’d like to thank both the sponsors and the volunteers who gave up their time to support the appeal.

“Looking down Liverpool Road, you can see the poppies stretching into the distance. Anyone who sees them in the days running up to Remembrance Sunday will remember the men and women who gave their lives fighting for this country.”

**Notes for editors**

**The pictures show:**

* **Picture 1:** L-R: Paul Dixon and Gary Marshall, both of Irlam Rotary Club, with Sharon Piggin and David Taylor of the Hamilton Davies Trust, and a large pile of the poppies before they are put on lampposts
* **Picture 2:** L-R: Gary Marshall and Paul Dixon of Irlam Rotary Club join Sharon Piggin and David Taylor of the Hamilton Davies Trust in fixing the poppies to lampposts on Liverpool Road.
* **Poppies 3**: Poppies on lampposts along Liverpool Road
* **Poppies 4:** One of the large poppies in place on a lamppost

**The Hamilton Davies Trust**

HDT was founded by Neil and Anne McArthur in 2004 with the aim of supporting the local communities of Irlam and Cadishead in Salford, with additional support given to Rixton-with-Glazebrook (Warrington). Neil is a founder of the Talk Talk group.

With a strong leadership with local roots and working closely with local people, it has invested £7m of private funds to date into the area.

This includes distributing over 550 grants to local organisations and projects and, with partners, funding a number of major, high-quality infrastructure projects such as the building of a new sixth form college, the refurbishment of the local leisure centre and the transformation of Irlam Railway Station.

A key partner is NC Developments Ltd (NCD**)**, a property company owned by Neil McArthur which delivers building and public realm projects part - or full funded by HDT to improve life in Irlam and Cadishead.

According to a 2014 report by Commission for the New Economy, the work of the HDT and partners is supporting significant social and economic improvements in the area, and local people identify the charity as the key driver of regeneration.

<http://neweconomymanchester.com/media/1468/irlam-cadishead-report.pdf>